

To: MacWilliams, Lori, Campbell, Judy  
From: 1610 - Buffalo ROU (BRZEZIE)  
Posted: 6/26/98 8:21  
Opened: 6/26/98 11:25  
Subject: FWRD: 7-ELEVEN SEPTEMBER VAP PROMOTION

FORWARDING THE FOLLOWING....

===== <Forwarded Letter> =====

From: 2600 - Dallas Region  
To: 1610  
Subject: 7-ELEVEN SEPTEMBER VAP PROMOTION  
Posted: 06/25/98 14:21  
Priority: Normal Priority

To All ROU's (except 1810, 2110, 2210) for distribution to ROM's and Promotion Coordinators

51852 7350

September 1998  
**"DORAL Price Check Jackpot" (Convenience/Gas) - Promotion # 801271**

		#545462 Displays (1/SKU)	Total # Offers	Total 6M Cases	Lt 100	Lt Mthl 100	FF 100	UI Lt 100	Lt Box 85	FF Box 85	Lt Box 100	FF Box 100
1100	Boston	4,710	188,400	628	157	157	157	157				
1200	New York Metro	5,670	226,800	756	189	189	189	189				
1300	Philadelphia	3,660	146,400	488	122	122	122	122				
1600	Buffalo	5,250	210,000	700	175	175	175	175				
1700	Pittsburgh	6,240	249,600	832	208	208	208	208				
1800	Cincinnati	9,660	386,400	1288	322	322	322	322				
	<b>Total NESA</b>	<b>35,190</b>	<b>1,407,600</b>	<b>4,692</b>	<b>1,173</b>	<b>1,173</b>	<b>1,173</b>	<b>1,173</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
2100	Winston-Salem	12,120	484,800	1616	404	404	404	404				
2200	Atlanta	11,400	456,000	1520	380	380	380	380				
2300	Florida	13,320	532,800	1776	444	444	444	444				
2600	Dallas	9,540	381,600	1272	318	318	318	318				
2900	Richmond	9,120	364,800	1216	304	304	304	304				
	<b>Total SSA</b>	<b>55,500</b>	<b>2,220,000</b>	<b>7,400</b>	<b>1,850</b>	<b>1,850</b>	<b>1,850</b>	<b>1,850</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
5100	N. California	5,190	207,600	692					173	173	173	173
5400	S. California	4,530	181,200	604					151	151	151	151
5600	Seattle	4,410	176,400	588					147	147	147	147
5800	Houston	11,280	451,200	1504	376	376	376	376				
	<b>Total WSA</b>	<b>25,410</b>	<b>1,016,400</b>	<b>3,388</b>	<b>376</b>	<b>376</b>	<b>376</b>	<b>376</b>	<b>471</b>	<b>471</b>	<b>471</b>	<b>471</b>
6200	Chicago	7,080	283,200	944	236	236	236	236				
6300	Minneapolis	5,520	220,800	736	184	184	184	184				
6600	Denver	8,940	357,600	1192	298	298	298	298				
6700	Detroit	6,390	255,600	852	213	213	213	213				
6900	St. Louis	9,960	398,400	1328	332	332	332	332				
	<b>Total MWSA</b>	<b>37,890</b>	<b>1,515,600</b>	<b>5,052</b>	<b>1,263</b>	<b>1,263</b>	<b>1,263</b>	<b>1,263</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
	<b>GRAND TOTAL</b>	<b>153,990</b>	<b>6,159,600</b>	<b>20,532</b>	<b>4,662</b>	<b>4,662</b>	<b>4,662</b>	<b>4,662</b>	<b>471</b>	<b>471</b>	<b>471</b>	<b>471</b>
<b>NOTES:</b> 6m Case = 300 offers 1 Display = 40 offers 6m Case = 7.5 Displays												

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September 1998  
**"DORAL Price Check Jackpot" (CTS Pack) - Promotion #801271**

		#545462 Displays (1/SKU)	Total # Offers	Total 6M Cases	Lt 100	Lt Mthl 100	FF 100	UI Lt 100	Lt Box 85	FF Box 85	Lt Box 100	FF Box 100
1100	Boston	240	9,600	32	8	8	8	8				
1200	New York Metro	180	7,200	24	6	6	6	6				
1300	Philadelphia	450	18,000	60	15	15	15	15				
1600	Buffalo	840	33,600	112	28	28	28	28				
1700	Pittsburgh	630	25,200	84	21	21	21	21				
1800	Cincinnati	780	31,200	104	26	26	26	26				
	<b>Total NESA</b>	<b>3,120</b>	<b>124,800</b>	<b>416</b>	<b>104</b>	<b>104</b>	<b>104</b>	<b>104</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
2100	Winston-Salem	780	31,200	104	26	26	26	26				
2200	Atlanta	540	21,600	72	18	18	18	18				
2300	Florida	660	26,400	88	22	22	22	22				
2600	Dallas	1,080	43,200	144	36	36	36	36				
2900	Richmond	630	25,200	84	21	21	21	21				
	<b>Total SSA</b>	<b>3,690</b>	<b>147,600</b>	<b>492</b>	<b>123</b>	<b>123</b>	<b>123</b>	<b>123</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
5100	N. California	330	13,200	44					11	11	11	11
5400	S. California	450	18,000	60					15	15	15	15
5600	Seattle	690	27,600	92					23	23	23	23
5800	Houston	600	24,000	80	20	20	20	20				
	<b>Total WSA</b>	<b>2,070</b>	<b>82,800</b>	<b>276</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>49</b>	<b>49</b>	<b>49</b>	<b>49</b>
6200	Chicago	900	36,000	120	30	30	30	30				
6300	Minneapolis	1,140	45,600	152	38	38	38	38				
6600	Denver	1,800	72,000	240	60	60	60	60				
6700	Detroit	780	31,200	104	26	26	26	26				
6900	St. Louis	1,230	49,200	164	41	41	41	41				
	<b>Total MWSA</b>	<b>5,850</b>	<b>234,000</b>	<b>780</b>	<b>195</b>	<b>195</b>	<b>195</b>	<b>195</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
	<b>GRAND TOTAL</b>	<b>14,730</b>	<b>589,200</b>	<b>1,964</b>	<b>442</b>	<b>442</b>	<b>442</b>	<b>442</b>	<b>49</b>	<b>49</b>	<b>49</b>	<b>49</b>
<b>NOTES:</b> 6m Case = 300 offers 1 Display = 40 offers 6m Case = 7.5 Displays Allocations based on 3 SKU per CTS outlet												

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**September 1998**  
**"DORAL Price Check Jackpot" (Supermarket) - Promotion #801315**

	Region	Displays	Total # Offers	Total 6M Cases	Lt 100	Lt Mthl 100	FF 100	UI Lt 100	Lt Box 85	FF Box 85	Lt Box 100	FF Box 100
1100	Boston	300	12,000	40	10	10	10	10				
1200	New York Metro	0	0	0	0	0	0	0				
1300	Philadelphia	0	0	0	0	0	0	0				
1600	Buffalo	840	33,600	112	28	28	28	28				
1700	Pittsburgh	720	28,800	96	24	24	24	24				
1800	Cincinnati	180	7,200	24	6	6	6	6				
	<b>Total NESA</b>	<b>2,040</b>	<b>81,600</b>	<b>272</b>	<b>68</b>	<b>68</b>	<b>68</b>	<b>68</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
2100	Winston-Salem	2,970	118,800	396	100	100	100	100				
2200	Atlanta	90	3,600	12	3	3	3	3				
2300	Florida		0	0	0	0	0	0				
2600	Dallas		0	0	0	0	0	0				
2900	Richmond	90	3,600	12	3	3	3	3				
	<b>Total SSA</b>	<b>3,150</b>	<b>126,000</b>	<b>420</b>	<b>106</b>	<b>106</b>	<b>106</b>	<b>106</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
5100	N. California	0	0	0					0	0	0	0
5400	S. California	690	27,600	92					23	23	23	23
5600	Seattle	960	38,400	128					32	32	32	32
5800	Houston	480	19,200	64	16	16	16	16				
	<b>Total WSA</b>	<b>2,130</b>	<b>85,200</b>	<b>284</b>	<b>16</b>	<b>16</b>	<b>16</b>	<b>16</b>	<b>55</b>	<b>55</b>	<b>55</b>	<b>55</b>
6200	Chicago	480	19,200	64	16	16	16	16				
6300	Minneapolis	0	0	0	0	0	0	0				
6600	Denver	660	26,400	88	22	22	22	22				
6700	Detroit	150	6,000	20	5	5	5	5				
6900	St. Louis	330	13,200	44	11	11	11	11				
	<b>Total MWSA</b>	<b>1,620</b>	<b>64,800</b>	<b>216</b>	<b>54</b>	<b>54</b>	<b>54</b>	<b>54</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
	<b>GRAND TOTAL</b>	<b>8,940</b>	<b>357,600</b>	<b>1,192</b>	<b>244</b>	<b>244</b>	<b>244</b>	<b>244</b>	<b>55</b>	<b>55</b>	<b>55</b>	<b>55</b>
<b>NOTES:</b> 6m Case = 300 offers 1 Display = 40 offers 6m Case = 7.5 Displays Allocations based on 2 SKUs (8 cartons) per Supermarket												

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**September 1998**  
**DORAL DPC/Low Volume \$.30/1 Pack**

Region	40-Pack Displays	VPR Sheets (40 per sheet)	UL 100	LT MTHL 100	FF BOX 83	LT BOX 83	LT BOX 100	FF BOX 100	Total Offers
1100 Boston (1)	0	0	0	0	0	0	0	0	3,300
1200 New York Metro (1)	0	0	0	0	0	0	0	0	10,000
1300 Philadelphia	0	0	0	0	0	0	0	0	0
1600 Buffalo	759	0	0	0	0	0	0	0	30,360
1700 Pittsburgh	700	0	0	0	0	0	0	0	28,000
1701 Pittsburgh (Rite Aid) (2)	4,180	0	0	0	0	0	0	0	167,200
1800 Cincinnati	525	525	0	0	0	0	0	0	21,000
<b>Total NESAs</b>	<b>6,164</b>	<b>525</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>259,860</b>
2100 Winston-Salem	815	815	0	0	0	0	0	0	32,600
2200 Atlanta	540	390	0	0	5	5	5	5	21,600
2300 Florida	1,400	120	0	0	38	38	38	38	56,000
2300 Florida (Eckerd's) (3)	2,010	0	68	68	0	0	68	68	81,600
2600 Dallas	1,830	0	0	0	61	61	61	61	73,200
2900 Richmond	1,555	1,125	0	0	13	13	13	13	62,200
<b>Total SSA</b>	<b>8,150</b>	<b>2,450</b>	<b>68</b>	<b>68</b>	<b>117</b>	<b>117</b>	<b>185</b>	<b>185</b>	<b>327,200</b>
5100 N. California	50	50	0	0	0	0	0	0	2,000
5400 S. California (4)	3250	0	100	100	100	100	100	100	180,000
5600 Seattle	1500	0	0	0	46	46	46	46	60,000
5800 Houston	924	0	0	0	31	31	31	31	37,200
<b>Total WSA</b>	<b>5,724</b>	<b>50</b>	<b>100</b>	<b>100</b>	<b>177</b>	<b>177</b>	<b>177</b>	<b>177</b>	<b>279,200</b>
6200 Chicago	240	0	0	0	8	8	8	8	9,600
6300 Minneapolis	680	110	0	0	19	19	19	19	27,200
6600 Denver	900	0	0	0	0	0	63	62	37,500
6700 Detroit	700	540	0	0	0	0	0	0	28,000
6900 St. Louis	1,050	0	0	0	35	35	35	35	42,000
<b>Total MWSA</b>	<b>3,570</b>	<b>650</b>	<b>0</b>	<b>0</b>	<b>62</b>	<b>62</b>	<b>125</b>	<b>124</b>	<b>144,300</b>
<b>GRAND TOTAL</b>	<b>23,608</b>	<b>3,675</b>	<b>168</b>	<b>168</b>	<b>356</b>	<b>356</b>	<b>487</b>	<b>486</b>	<b>1,010,560</b>
(1) New York - 500 2-carton displays (only funding required/no additional displays) Boston - 165 2-carton displays (only funding required/no additional displays) (2) Rite-Aid - Promotion #801116 (3) Eckerd's - Promotion #801138 (4) S. California - +1,250 (only funding required/no additional displays)									

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September 1998  
SALEM DPC - Promotion #801675

	Region	40-Pack Displays #541964	VPR Sheets (40 per sheet) #546920	Total Offers
1100	Boston	0	0	0
1200	New York Metro (1)	0	0	40,000
1300	Philadelphia	2,950	0	118,000
1600	Buffalo	634	634	25,360
1700	Pittsburgh	1,200	1,200	48,000
1701	Pittsburgh - Rite Aid	4,180	0	167,200
1800	Cincinnati	260	260	10,400
	<b>Total NESA</b>	<b>9,224</b>	<b>2,094</b>	<b>408,960</b>
2100	Winston-Salem	0	0	0
2200	Atlanta	168	168	6,720
2300	Florida	720	540	28,800
2300	Florida - Eckerd's	2,700	0	108,000
2600	Dallas	1,830	1,830	73,200
2900	Richmond	1,180	1,110	47,200
	<b>Total SSA</b>	<b>6,598</b>	<b>3,648</b>	<b>263,920</b>
5100	N. California	0	0	0
5400	S. California	0	0	0
5600	Seattle	0	0	0
5800	Houston	0	0	0
	<b>Total WSA</b>	<b>0</b>	<b>0</b>	<b>0</b>
6200	Chicago	250	250	10,000
6300	Minneapolis	0	0	0
6600	Denver	0	0	0
6700	Detroit	510	475	20,400
6900	St. Louis	700	700	28,000
	<b>Total MWSA</b>	<b>1,460</b>	<b>1,425</b>	<b>58,400</b>
	<b>GRAND TOTAL</b>	<b>17,282</b>	<b>7,167</b>	<b>731,280</b>

(1) New York - 2,000 2-carton displays non-test area (funding required/no additional displays)

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